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· Boards and commission  
· Aug. 27, 2014  
· Regular meeting  
· Recommendation  
· MACC Staff Request  
· Olivia Arena

**HISPANIC/LATINO QUALITY OF LIFE ADVISORY COMMISSION**  
**RECOMMENDATION 20140827-006**

Date: August 27, 2014

Subject: Discussion and possible action on the including a Community Outreach Specialist to the staff of the Emma S. Barrientos Mexican American Cultural Center in the budget for Fiscal Year 2014-2015 in the amount of \$70,000.

Motioned By: Commissioner Zamora

Seconded By: Commissioner Renteria

**Recommendation:**

**Description of Recommendation to Council**

At their August 27, 2014 meeting, the Commission voted to support the Mexican American Cultural Center Advisory Commission's request on including a Community Outreach Specialist to the staff of the Emma S. Barrientos Mexican American Cultural Center in the budget for Fiscal Year 2014-2015.

**Rationale:**

The Commission supports the findings and overall recommendation of the Mexican American Cultural Center Advisory Commission to include a new FTE that would act to address the community's concerns that more outreach could be performed by the ESBMACC.

**Vote: 5-0**

For: Chair Rodriguez, Vice Chair Martinez-Moncada, Commissioner Zamora, Commissioner Cotera, Commissioner Renteria

Against: N/A

Abstain: N/A

Absent: Commissioner Del Rio

Attest: [Staff or board member can sign]



**BOARD/COMMISSION RECOMMENDATION**

**Mexican American Cultural Center Advisory Board**

**Recommendation Number: (20140702-009): Addition of one full time outreach position to ESB-MACC**

**BE IT RESOLVED** that the Mexican American Cultural Center Advisory Board recommends the addition of one full time outreach position to the ESB-MACC [to include summary of Goal 4 of strategic plan].

**Date of Approval: July 2, 2014**

**Record of the vote: Unanimous on a 6-0 vote with Member Forsyth off the dais**

**Attest:**

A handwritten signature in black ink, appearing to be "M. L. Z.", written over a horizontal line.



## City of Austin - JOB DESCRIPTION



### Marketing Representative A

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FLSA:	Standard/Non-Exempt	EEO Category:	(50) Para-Prof
Class Code:	15320	Salary Grade:	QA6
Approved:	October 24, 1997	Last Revised:	April 08, 2012

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**Purpose:**

Serve as advisor to the customers and potential customers regarding the resolution of issues that affect the sale, installation, and utilization of the organization's products and/or services.

**Duties, Functions and Responsibilities:**

Essential duties and functions, pursuant to the Americans with Disabilities Act, may include the following. Other related duties may be assigned.

1. Proposes changes in products and or services that may result in cost reductions and savings as well as increased customer participation.
2. Works with neighborhood associations, community leaders, political action groups, and other interested groups with on-going projects. Acts as representative for programs, manage projects and accounts. Provides marketing consultation to clients. Initiates, designs, and orchestrates the development of promotional campaigns.
3. Develops and maintains budget for projects.
4. Develops and evaluates long range market planning/strategies. Assist with long-range strategic planning. Conducts market research and needs assessment surveys.
5. Serves as liaison between city departments and external customers.
6. Conducts presentations, tours and public education programs and evaluates effectiveness of programs.
7. Works with outside vendors (media buying, print buying, etc.).
8. Writes, edits, and follow up news releases. Updates Web Site. Maintains client and research databases.
9. Researches requests for information.
10. Develops contracts, surveys, documentation, and forms. Coordinates, writes, and edits internal and external information/data. Develops and generate reports. Provides and develops graphic designs.

**Responsibilities - Supervisor and/or Leadership Exercised:**

Trains others.

**Knowledge, Skills, and Abilities:**

Must possess required knowledge, skills, abilities and experience and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services and evaluation of customer satisfaction.

Knowledge of market strategy and tactics, product demonstration, sales techniques and sales control systems.

Knowledge of media production, communication, and dissemination techniques and methods.

Knowledge of fiscal planning and budget preparation.

Knowledge of city practice, policy and procedures.

Skill in oral and written communication.

Skill in handling multiple tasks and prioritizing.

Skill in using computers and related software applications.

Skill in planning and organizing.

Skill in data analysis and problem solving.

Ability to write and conduct research.

Ability to work with frequent interruptions and changes in priorities.

Ability to train others.

Ability to establish and maintain good working relationships with other city employees and the public.

**Minimum Qualifications:**

Graduation from an accredited four (4) college or university with major coursework in Marketing, Advertising, Public Relations, Business Administration, Public Administration, Finance or related field plus two (2) years of relevant experience.

Experience may substitute for the education up to the maximum of four (4) years.

**Licenses and Certifications Required:**

None.

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This description is intended to indicate the kinds of tasks and levels of work difficulty required of the position given this title and shall not be construed as declaring what the specific duties and responsibilities of any particular position shall be. It is not intended to limit or in any way modify the right of management to assign, direct and control the work of employees under supervision. The listing of duties and responsibilities shall not be held to exclude other duties not mentioned that are of similar kind or level of difficulty.

# THE EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER



600 River Street • Austin, TX 78701 • Phone: 512.974.3772 • [www.austintexas.gov/esbmacc](http://www.austintexas.gov/esbmacc)

After the community voiced various concerns that the Center has not performed enough outreach, the staff of the Emma S. Barrientos Mexican American Cultural Center (ESB-MACC) has identified a need for a full-time Community Outreach Specialist. This position will not only address the community's concerns, but will also improve and increase visibility of the Center and its programs.

Staff consulted the vision, goals, and objectives of the working strategic plan to help outline the roles and responsibilities of this much needed position. To not only foster, engage, and empower the greater Austin community through renowned arts education and enriching experiences of art and culture, but to enhance the quality of life for its patrons as well, the Center needs a Community Outreach Specialist to raise institutional visibility and deeper awareness among the ESB-MACC's target audiences. This position will also work to increase community engagement to expand awareness of the Center so that it becomes a celebrated Pan American cultural institution.

The details of this requested position are specified below.

## Community Outreach Specialist

### **Purpose:**

Under general supervision, lead, develop and performs tasks in the development of city sponsored youth and family outreach programs and services related to cultural arts programs, summer employment, employee mentoring, summer camps and after school care programs.

### **Responsibilities - Supervisor and/or Leadership Exercised:**

Provide general supervision of temporary employees, contract workers, and volunteers

### **Duties, Functions and Responsibilities:**

Essential duties and functions, pursuant to the Americans with Disabilities Act, may include the following. Other related duties may be assigned.

1. Oversees, develops, and monitors programs that provide youth and family outreach services to the community.
2. Analyzes existing outreach programs, develops short and long range strategies, goals, and action plans to enhance services provided.
3. Acts as the official liaison to school districts, city departments, elected officials, and outside agencies; partners with school districts and city departments to create positive change to benefit children and youth; provides training for quality after school programs.



4. Supports and promotes after school programs designed to improve education, provide equal access to enrichment programs, and provide a safe environment during after school hours.
5. Establishes and implements communication strategies with residents, school districts and the city to improve access to city sponsored programs.
6. Responds to and resolves sensitive inquiries and complaints, and issues from both internal and external sources.
7. Prepares and presents comprehensive and detailed reports by compiling, reviewing, and analyzing data; provides written and/or oral reports.
8. Develops informational materials to educate and enhance youth participation in civic life, volunteerism, and city sponsored programs.
9. Serves as liaison between city departments and external customers.
10. Develops, registers, schedules and conducts guided tours, workshops, demonstrations and other events.
11. Collaborate with various team members to develop social media materials including pieces for major events, programs and services, and development efforts.
12. Attend outreach opportunities participating in table/booth providing information about programs and events.

**Knowledge, Skills, and Abilities:**

Must possess required knowledge, skills, abilities and experience and be able to explain and demonstrate, with or without reasonable accommodations, that the essential functions of the job can be performed.

- Knowledge of principles and processes for providing customer and personal services. This includes customer needs assessment, meeting quality standards for services and evaluation of customer satisfaction.
- Knowledge of media production, communication, and dissemination techniques and methods.
- Knowledge of fiscal planning and budget preparation.
- Knowledge of local city, state, federal, and private service providers and funding sources.
- Knowledge of supervisory and managerial techniques and principles.
- Skill in conducting research, identifying and analyzing trends, including root cause analysis.
- Skill in developing and implementing youth outreach programs.
- Skill in oral and written communication.
- Skill in handling multiple tasks and prioritizing.
- Skill in using computers and related software applications.
- Skill in data analysis and problem solving.
- Ability to establish and maintain effective communication and working relationships with labor organizations, associations, affinity groups, and city employees.
- Knowledge of cultural education programs and appropriate care of exhibit materials.
- Ability to work with frequent interruptions and changes in priorities.

- Ability to establish and maintain good working relationships with other city employees and the public.
- Ability to read, write, and speak Spanish.
- Ability to do cross language translations (English to Spanish/Spanish to English).
- Knowledge of TV and radio studios and interview settings, and to be able to stand in when needed.
- Ability to speak in public in both English and Spanish on behalf of the City of Austin/ESB-MACC to explain programs and events to the public.

